

# DALLAS

OFFICIAL PUBLICATION *of the* DALLAS CHAMBER *of* COMMERCE



—Photo by C. E. Arnold

The rays of the setting sun reveal the beauty of the Dallas skyline. For eight hours the wheels of industry have ground out their hundreds of thousands of dollars. Now the workers are returning to their homes in the almost numberless residential sections that have gained for Dallas, in addition to the title of "commercial center of the southwest", the magnificent one of "a city of homes".

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DALLAS

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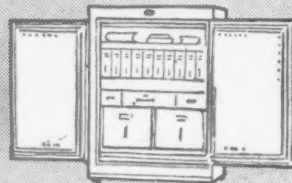
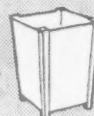
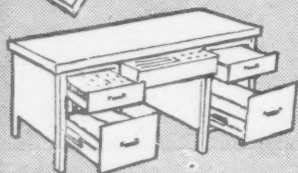
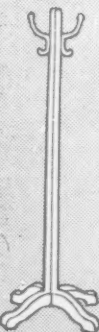
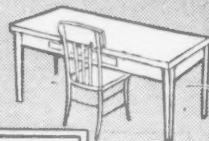
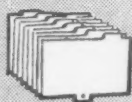
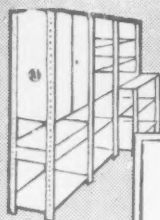
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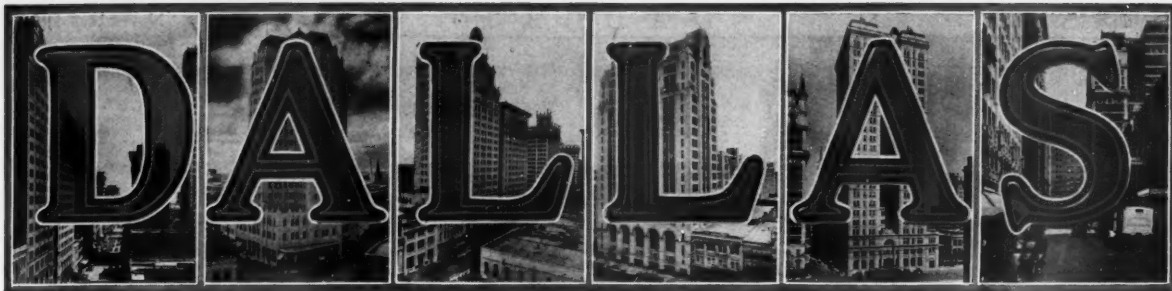
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DALLAS, TEXAS

COMMERCIAL STATIONERS

COMPLETE  
OFFICE EQUIPMENT  
and SUPPLIES





OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 6

November, 1927

No. 11



## Colonel Lindbergh's Visit

did not intend it so. The purpose of his visit was to have the question answered with action.

He put it up squarely to Dallas. The best way any city can promote aviation is to see that a well-equipped airport is provided, he said.

"In that way the city can become and retain a place on air lines and attract other machines, so that its citizens can see at first-hand how these modern means of transportation perform with reliability and a high degree of efficiency."

Ten thousand glorious adjectives about Dallas' possibilities look good on paper. The carrying out of a few simple suggestions offered by Col. Lindbergh in a short speech before a representative gathering of nearly 700 citizens will make the ten thou-

sand words unnecessary. When such an airport as the Colonel suggests is provided, the world will wing its way to Dallas to get to a rapidly opening field of flying development in Texas, and later in Mexico.

As to the safety of flying, Col. Lindbergh's tour under the auspices of the Daniel Guggenheim Fund for the advancement of aeronautics is a daily demonstration of heavier-than-air craft.

This significant demonstration was given added force when it was pointed out that Col. Lindbergh let his plane down at Love Field exactly at 2 o'clock, Sept. 27, the scheduled time for his arrival. And up to his visit to Dallas each stop had been made exactly on time.

(Continued on page 22)

**A**FTER all, what was the significance of Col. Charles A. Lindbergh's visit to Dallas? In the answer to that question lies Dallas' future as a commercial aviation center. There may be attempts to answer the question in words, but the Colonel



Col. Lindbergh's reception committee at Dallas, left to right: Martin Weiss, Postmaster John W. Philp, Mayor R. L. Burt, B. B. Owens, Col. Lindbergh, William E. Easterwood, President E. R. Brown of the Chamber of Commerce, and Congressman Hatton W. Sumners.



"Powerhouse of the Famous Dallas Spirit"

## Dallas

Official Organ of the Chamber of Commerce, published monthly in the interest of Dallas

E. C. WALLIS, EDITOR  
EARL Y. BATEMAN, ADV. MGR.

Vol. 6 November, 1927 No. 11

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## EDITORIALS

### A NEW RECORD

THE 1927 State Fair of Texas has come to a close after 1,028,317 people had passed through its gates. The world's record for State Fairs, held incidentally, by the Texas exposition, was broken with a margin of 5,000. The unusually large attendance indicated not only the faith of the people of Texas in the Fair to give them their money's worth, but it further indicates that there is a great deal of ready money in the State. The development of the State, agriculturally and industrially, was attested by the exhibits. The interest in these exhibits, shown by the visitors, proved beyond all doubt that the entire population of the State is deeply interested in new methods and new ideas. Truly no rust gathers on the wheels of Texas progress.

### SOUTHWESTERN POSSIBILITIES

"YOU do not realize the possibilities here", is the gist of statements made by nationally known figures who visited Dallas during the last few days. A number of bankers, the head of a great railroad, and the president of a great public utility expressed the same opinion of the Southwest. To a certain extent this statement is true. Many of our citizens do not realize the golden opportunity offered for investment in home industries. Fortunately, however, there are many that do, and industrially Texas and the Southwest is progressing at a rapid rate. Texas capitalists are realizing that their money is as safe, and the return is as great, as in other States. More often than not, the return is greater. It is the faith of these "home folks" that is attracting outside capital to this section of the country.

### THE ULRICKSON REPORT

ELSEWHERE in this issue is a brief resume of the plan of city development prepared after two years of study by a group of outstanding citizens. The plan is a comprehensive one, and whether the people of Dallas approve it as a whole, parts of it, or reject it entirely, a great deal of credit is due these men who gave so generously of their time to accomplish a civic duty. Every member of the committee is a busy man whose ability, energy and industry in the furtherance of his own affairs led to his appointment on the committee. The people of Dallas owe it to these men to study the plan well before taking an official stand on it. The men responsible for the report are C. E. Ulrickson, chairman; Alex Weisberg, L. A. Stemmons, Frank McNeny, Harry Olmsted.

### HONORING DR. TRUETT

RESERVATIONS for the banquet of the Chamber of Commerce for Dr. George W. Truett, on the evening of Nov. 8, indicate a deep regard on the part of Dallas for its great preacher. For thirty-one years he has labored for Dallas so vigorously that he has become a national figure. Devotion to duty, sincerity of purpose and tireless energy will win recognition, whether it be in the pulpit, in the marts of trade, or in any other line of human endeavor.

# A Builder in the Pulpit

A Review of the Life of Dr. George W. Truett, of Dallas

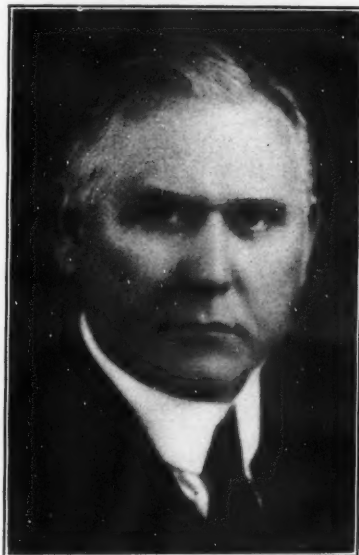
By NOLEN BULLOCH

**T**HIRTY-ONE years ago a slender young man, with deep blue eyes, came to Dallas to occupy the pastorate of the First Baptist Church. Even with his youthfulness, he impressed his congregation with his sincerity, his earnestness and forcefulness.

This man was Dr. George W. Truett, who last month observed his thirty-first year in the same pastorate. But instead of the young man of three decades ago, barely known out of certain regions, standing in the pulpit was a man who has engraved his name in the list of the world's prominent. A dominant figure in the entire Baptist organization; beloved by his entire fellow citizenry and recognized internationally for his prowess.

In the marks of progress of Dallas can be often found the guiding hand of this minister. And now not only do the members of his church turn to him for aid, but, regardless of denomination or belief, he is turned to by countless numbers, not only for spiritual solace, but to lead movements of civic and social progressiveness.

When Dr. Truett preached his first sermon in Dallas there was also a young man, who has risen to promi-



DR. GEO. W. TRUETT

nence in this city, observing the pastor from the choir loft. This man is E. S. Eberly, who has followed the great leader through his career in Dallas.

## A Builder

**M**R. EBERLY has watched the great worker climb through the years toward the high stars; has seen him refuse tempting offers from large Eastern churches, which would have meant rich financial success to the pastor had he accepted the calls. He has seen him direct the building of hospitals; has watched the small church of not quite 500 members grow until today it lists its congregation more than 5,000.

During this period of observation he has seen Dr. Truett's church rebuilt three times in order to seat the thousands of worshippers each Sunday.

Today, Dr. Truett is president of the Southern Baptist Convention. If he should accept the pleas of churches throughout the country to preach just one Sunday, the minister would not be in Dallas a month out of the year. His fame has spread until the following true story is related of him:

A Dallas man was visiting in London, England. While in conversation with an Englishman, who was not really acquainted with this country, the Britisher asked the Dallasite where he was from. The man told

(Continued on page 23)

# The Ulrickson Committee Report

Comprehensive Plan for City Improvements Turned Over to Citizens

**A** COMPREHENSIVE and budgeted program of civic improvements for Dallas, purporting to embrace all of the city's needs in this respect during the next nine years, is contained in the recommendations and report of the special committee of Dallas citizens, headed by C. E. Ulrickson as chairman, submitted to the mayor and city commissioners October 22. The program calls for an expenditure of \$23,900,000 by the end of 1937, \$19,900,000 of this amount to be provided through issuance, as needed for the work, of 40-year serial bonds. The remaining \$4,000,000, since it is for improvements in the water department, will be financed from current revenues of that department without any raise in water rates.

Fifteen major projects, including straightening, widening or connecting more than 80 Dallas streets; additions and betterments to sanitary

and storm sewer systems, acquisition of a municipal air port, and increasing and aiding the public library system, are called for by the committee.

## People to Decide

**E**ACH one of these fifteen projects will be voted on at a home rule election on or about December 6. A number of charter amendments, necessary if the program is adopted, will also be submitted then.

The special committee preparing this program was appointed, during the Blaylock administration two years ago, to prepare a program of civic improvements. The committee has labored unceasingly to this end, working on an average of more than five hours per day for the past several months. Each man served without pay, and none of them has any connection with this or the preceding city administration. Members of the committee are: C. E. Ulrickson, chairman; Alex Weisberg, L. A. Stemmons, Frank McNeny and H. A. Olmsted.

The carrying out of this program will not require a raise in the present tax rate of \$2.47. Neither does it call for a revaluation of property here for tax purposes. It does provide for a raise in the horizontal basis of assessment for taxation purposes. This raise will range from 53% during the first years, to a maximum of 58.6% toward the latter part of the nine year period. The present assessment basis is 50% of actual value. The committee's report predicts that as a result of increased revenue from the raise in the horizontal basis, a reduction in the tax rate may reasonably be expected.

The \$23,900,000 expenditure called for by the committee is an estimate of the costs to the tax payers as a whole only. It does not represent the total cost of the fifteen projects, a good portion of which, as in the case of street widening and opening, must



**A** CHAUFFEUR took a few of his colored friends for a joy ride. While speeding on a prominent Dallas County highway, the car, a Cadillac sedan, left the road, turned over several times and landed in a ditch by the side of the road. . . . Fortunately, the owner carried full coverage with this company, and in less than twenty-four hours from the time of the accident, he had

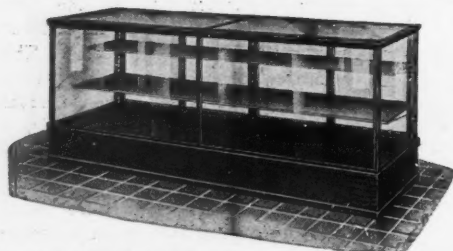
our check for \$2,750.00 in full payment of damages to the car. . . . Whether you, some member of your family or your chauffeur drives your car, you never know when it will be wrecked, when it will cause damage to the property of another or when it will be the means of the injury or death of a careless pedestrian or a thoughtless child.

Present-day motoring hazards require full protection for the car owner—and good judgment demands that he buy sound protection at the lowest cost consistent with safety and service.

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be borne by benefited property owners.

### Bonds Needed

**B**ONDS exclusive of water, will be issued as follows:

1928-29, \$2,500,000; 1929-30, \$3,000,000; 1930-31, \$3,000,000; 1931-32, \$2,600,000; 1932-33, \$2,600,000; 1933-34, \$2,200,000; 1934-35, \$1,500,000; 1935-36, \$1,500,000; 1936-37, \$1,000,000.

The total of these bonds practically equals that of those issued by Dallas the past nine years, the report placing these last at \$19,517,250. The average annual bond retirement, including past issues and those necessary for carrying out the Ulrickson plan, is estimated at \$787,638,888, exclusive of water bonds. The total retirement for the next nine years, based on these figures, will be \$7,088,750. Net increase in outstanding bonds, as a result of the program, will bring the city's bonded indebtedness to \$34,985,250 at the program's peak, an amount in line with that of a number of other cities in the United States. Bonded indebtedness declines after peak.

In arriving at its belief that the raise in the horizontal basis of taxation called for in the plan will be partially offset by a reduction in the present tax rate, the committee reasons as follows: Out of every 97½ cents of tax money received by the public schools, 22½ cents are applicable only to certain outstanding school bonds. The revenues from the 22½ cent tax will be increasing annually, because of the raise in the horizontal basis. The full amount of this revenue will not be needed, however, because retirement of the bonds will be going on. Since the 22½ cents cannot be used for any other purposes, a portion will not be used at all, and a reduction in the tax rate will result.

### Horizontal Basis

**T**HE horizontal basis will be raised as follows: 1928-29, 53%; 1929-30, 55%; 1930-31, 56%; 1931-32, 57%; 1932-33, 58%; 1933-34, 58.4%; 1934-35, 58.5%; 1935-36, 58.6%; 1936-37, 58.2%. The basis drops further after 1937.

The committee reports a number of cities in the United States in which the horizontal basis of assessment runs around 75%, 80% and 100%, and which also have a higher tax rate than Dallas has.

The committee points out that a revaluation of property here would probably result in a lower basis of taxation and a lower tax rate.

The committee, in its calculations, anticipates an increase of \$20,000,000 in taxable values here during the first year, and for the rest of the period, an annual increase of from one-half to one-fourth this amount.

The plan calls for a full time engineering, legal and clerical staff to carry out this program.

It also recommends the creation of a "committee on supervision of expenditures", which would supervise the letting of all contracts, and expenditures of bond moneys. This com-

mittee would consist of fifteen members, picked as follows: Two from the presidents or active vice presidents of Dallas banks shall be selected by the Dallas Clearing House Association; two from the Dallas Chamber of Commerce, to be chosen by its directors; one from the Presidents' Club; one from the School Board; one from the Park Board; one from the Oak Cliff-Dallas Commercial Association, to be selected by its directors; one from the Technical Club; two from the City Plan Commission; two from the Kessler Plan Association; two from the original Ulrickson Committee.

Dallas public schools, the first item under the plan, will need \$5,225,343.50 during the nine years, the committee estimates. Bonds for \$1,900,000 are to be issued early in the period, while the remaining \$3,325,343.50 will be provided from the increased revenues, which the raise in the horizontal basis of taxation will bring.

#### Street Improvement

**S**TREET opening and widening will call for \$5,500,000. Elimination of 12 grade crossings of railways through construction of underpasses is included in this estimate. Use of the new State building line law, which permits condemnation proceedings to establish building lines, is urged. The need for straightening and leveeing the Trinity River through Dallas is emphasized, although this is not a part of the program. A revolving fund of \$900,000. to enable the city to protect litigating property owners while street widening proceeds, by advancing money from this fund into court, is recommended.

#### The Parks System

**A**LTHOUGH the appropriation for parks asked in the committee's report is but \$1,500,000, a total of \$200,000 will be needed for parks and connecting boulevards here during the next nine years, the report declares. Of this total \$550,000 would be spent on permanent improvements of existing and future parks, and \$250,000 in parking and beautifying connecting boulevards. The parking of creeks is also recommended.

The report asks for a charter amendment relieving the present 10 cent tax, set aside for parks, from all bond burdens, the financial needs of the system to be cared for from the general revenue.

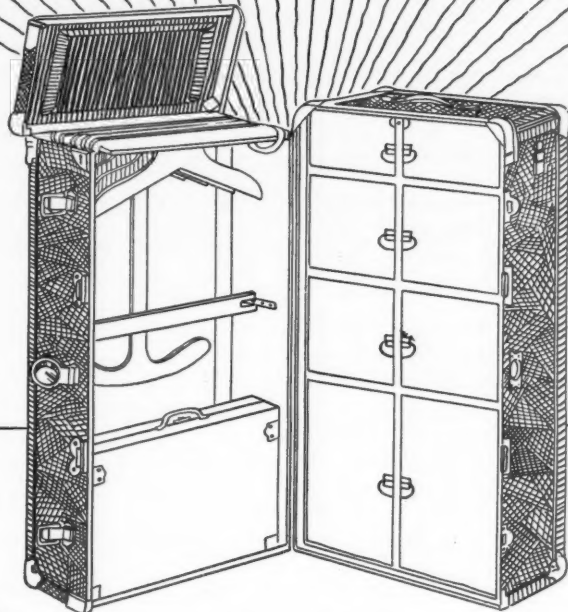
No specific parks or park sites are called for, but the possibilities of White Rock and Bachman Lakes, as parks, are pointed out.

The committee desires a bond issue of \$1,000,000 for additions and betterments to the present sanitary sewer system, claiming that the system, as it now is, is too small, and that raw sewerage is thrown upon the streets and into creeks during rainy weather.

The committee is convinced that Dallas must soon spend approximately \$7,000,000 on a new sewerage disposal plant, and additional main and lateral interceptor lines, and would pay for this construction by a sanitary sewerage charge, same to be authorized.

(Continued on page 26)

REFINEMENT



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Every piece of Padgitt Luggage reflects refinement and stamps its owner as a traveler who knows and appreciates real quality.

Regardless of whether your requirements are a tiny over-night bag or a mammoth wardrobe trunk, you'll always find just what you want at Padgitt's at a price less than you'd expect to pay.

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## *The Building & Loan Creed of Dallas*

TO BUILD an institution so dependable that it will merit the confidence of everyone, to be so conservatively managed that there shall be no element of risk, to be helpfully liberal in assisting the prospective home-owner, to strive for a good name rather than great riches, to be of real service to the community, to maintain unbiased judgment in the future---this has been the purpose, is now the accomplishment, and will continue to be the endeavor to which this Association devotes the whole of its energies, its resources and its skill.



The Certificates of this Association are an excellent investment---safe---sure---profitable---liquid---and yielding 6 per cent per annum---dividends payable January and July.

### Southland Building & Loan Association

1204 Main Street

Dallas, Texas

## DALLAS—West of the River Section

By KENNEDY ENGLAND  
Secretary Oak Cliff-Dallas Commercial Association.

**I**N the summer of 1903 Oak Cliff clasped hands with her neighbor city, Dallas, and agreed that these hands should remain joined in the building of one great city where two had stood before. It was a time of rejoicing, with a touch of sadness at the passing of a great spirit. But time has mocked what sadness there was; the spirit of Oak Cliff is as strong today as ever. One hundred thousand people on this side of the river greet two hundred thousand on the other side daily and call them fellow citizens. Three hundred thousand people, forgetting their need of personal gain, all carry alike a message of love for their city and a desire for its continued growth.

West of the river God fashioned with a caressing hand these rolling hills that are natural homesites and a joy to the modern developer. In the natural course of things Oak Cliff has become a place of homes and high class neighborhood stores. With the trend of modern realtors toward restricted development Oak Cliff has kept pace. There are more than 1500 acres at present under high class restriction, a great deal of this not now developed, but to be placed on the market within the next few years.

While others talked, a group of men got busy west of the river. Within another twelve months Dallas will have one of the most beautiful boulevards in the whole country. Beginning at the foot of the viaduct, circling west, outside of all development and returning to its source. It utilizes, wherever possible, the banks of small streams. Unexpectedly one finds beautiful secluded nooks, or climbs out on some high point from which the vista of miles beyond bursts upon him with unexpected grandeur. While Dallas is counting its thousands who come to conventions, she will entertain them with the beauties of those boulevards; and many of those who come and see will remain to live with us and build their homes within sight of this eternal glory.

If there is something peculiarly fascinating in the beauty of wooded lands and undisturbed retreats, there is also a monetary return that is even more fascinating to some of our hard-headed business men. West of the river is the most beautiful land in Dallas. Its growth is only started.

On the northern edge of this district, historically famous as the first portion of Dallas that was settled, lies what is often called West Dallas. Here are our two cement plants, large oil distilleries and other big manufacturing plants. With the advent of the Santa Fe this bids fair to become Dallas' most important section.

Oak Cliff is not independent. No city is independent of the whole. But here one may build his home, confident that its value will increase; in walking distance of carlines, churches and schools. Here one may build his home confident that his neighbors will be enjoyable and that his neighbor's home will be beautiful and of a high class like his own. West of the river are all the makings of a great city, but we are very content with the step taken twenty-four years ago. It has been the best for all of us.

## *A Home in The Hills*

"Kessler" is a name with which to conjure. In Dallas it works magic in picturing the city and home beautiful. Kessler, the great city planner and lover of nature and beauty, left lasting memorials of his service to the future Dallas. Among these there is no more perfect example than the subdivision which bears his name—Kessler Park. Through the ages, this section out North Edgefield, North Willomet and North Montclair, and the other associated streets, has been a rare natural beauty spot. Its rugged hills high above Dallas, its picturesque valleys and ravines, its wonderful trees have been the mecca for Dallas people driving out to see the beauties of nature.

Everett Owens, Charles Mitchell and associates started developing this native beauty spot in the center of Kessler improvements and adjoining the municipal Stevens Park, just three and a half years ago. These men felt that Oak Cliff people had not

had the opportunity to build homes in a really fine addition that was adequately protected and still be on the side of the river which they had long loved. So Kessler Park became a really fine homeplace within Oak Cliff. It was laid off so that the charming Stevens Park golf course, one of the most picturesque and beautiful in the South, circled two sides of the property, while great boulevards of the Kessler Plan System bounded other sides.

A young fortune was invested in improvements. Broad, winding streets were engineered in and around the hills and down through the valleys; these streets were perfectly paved. Exquisite little parks and parkways were planned. All modern utilities were carefully built in. The forests were cleaned out; landscape artists molded the natural and man-planted shrubbery into works of art. Homes beautiful were erected. Sensible restrictions, according to location, were enforced. Dallas sat up and took notice. Thousands of people began

to drive through this unusually beautiful homeplace; soon it became the talk of the Southwest, and no trip to Dallas was complete without a drive through Kessler Park. One by one, and two by two; then by whole groups, some of Dallas' finest people began building in this gorgeous Park, until today this section is the showplace of Dallas.

Kessler Park is a ten-minute drive from the downtown section. Once in the park one feels that he is a thousand miles from the city, while yet within the city limits. An invigorating panorama of the city unfolds itself to the eyes of the visitor as he stands on a hill top. Under the trees on the hillside or in the valleys the cool shades offer enchantment on hot summer days.

The site is near schools, churches, a car line, and has a direct route into the downtown section.

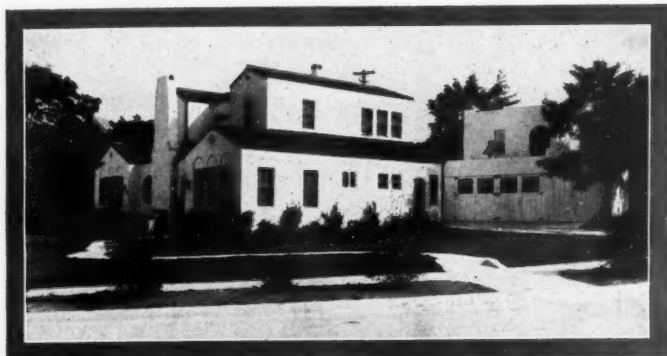
A sporty golf course is located nearby—within walking distance of any spot in the park.



VIEW OF KESSLER PARK AND THE DALLAS SKYLINE FROM STEVENS PARK GOLF COURSE

# Kessler Park

DALLAS' MILLION DOLLAR HOME PLACE



Home of J. Q. Pipkin, 1233 Lausanne Drive



Home of John W. Hooster, 1515 W. Colorado Boulevard



Home of A. D. Hawley, corner of Lausanne and Colorado

## Somewhere West of Work---

Kessler Park is a natural, all-the-year-'round playground and beauty spot. In summer its tree-clad hills and slopes offer delightful coolness. In spring they are a glory of green foliage, with gorgeous banks of red bud, wild plum and hawthorn. Autumn brings blazing hues from the palette of the Great Painter.

## Golf Course and a Park at Your Door!

To beautiful scenery Kessler Park adds unusual recreational facilities. Stevens Park and golf course are adjoining—ideal playgrounds for parents and kiddies.

## Fine Homes

Discriminating homeseekers have chosen Kessler Park as the location for their homes ideal, and have built here such models of fine architecture as are shown on this page. Each Kessler homesite is distinctive—a gem in beauty of outlook and in landscaping possibilities.

Sensible building restrictions protect forever the future of Kessler Park!

Kessler Park is just ten minutes from downtown! Cross Oak Cliff Viaduct and drive out Davis to Edgefield, north to Park. You will find Hugh January, Kessler property expert, in field office at Colorado and North Windomere. He's there Sundays and weekdays, to show you around if desired, or to give you prices and terms.

# Kessler Park Company

## A Landscape Exhibit



**G**REAT art exhibit is now drawing vast crowds out South Beckley Avenue. No portraits appear in this display; the entire show is devoted to landscapes, each one of which is a marvelous masterpiece. One artist, alone, is responsible for these remarkable pictures, which have the rare faculty of changing their colors from time to time, but never change their regular outlines. This greatest of all artists, toiled for thousands of years over these landscapes, and all the qualities of her genius were poured into their making.

Mother Nature is the artist, and Beckley Club Addition is the site of her master work around Dallas. Through the centuries, the Supreme Artist of the Universe labored in this little garden of beauty, molding hills, ravines, creeks and cliffs, and painting them in gorgeous colors, the like of which no earthly artist has ever equaled. Today, as Texas autumn begins, Beckley Club is a riot of warm color. The Dallas folks who annually drive out South Beckley to feast their eyes on this frost-tinted tree-bank masterpiece, Beckley Club is more beautiful than ever in fall. But to the great number of old-timers, who, as children, each spring made their way to the shaded creeks and ravines of this section for the picnics and outings of their lives, Beckley

Club offers even more thrills in the greening months of the year.

### The Developer

**N**ATURE was not unaided in the finishing of this great work. It remained for a Dallas real estate man, who might have been an artist had he chosen, to see the possibilities of this Beckley section as a home place most attractive. This man realized there are many people who are not contented with ordinary level lots, straight streets and set-out trees. He visioned Beckley Club as an all-year beauty spot for families to enjoy every day right in their own yards. With infinite pains, and no slighting of expenses, this subdivider of experience developed and improved Beckley Club in the most modern way, and today the addition is one of the most beautiful in the entire South.

### Lakes

**B**ECKLEY CLUB is unique, unusual and different. It is a bit of California, Colorado and almost all the beauty spots of America, ideally combined and practically placed within the city limits of Dallas just ten minutes from downtown. Within the boundaries of Beckley Club, which leads off to the left as you cross the twin bridges going out South Beckley Avenue, are three glassy lakes. At great expense, massive concrete dams were built, impounding these waters within picturesque rock banks

that are bordered with a profusion of native trees and shrubbery. The crystal clear lakes are fed by age-old springs, and amply stocked with fish. The two smaller lakes are being sold outright with the lots which border on them, so that their owners enjoy fishing, swimming and other water sports right in their own estates!

The largest of the three lakes, together with the wooded park surrounding it, is owned by the Beckley Fishing, Bathing and Boating Club, and to each lot owner there is issued a share of stock in this exclusive club, without cost. All lot owners in Beckley Club Addition enjoy the privileges of this club, such as fishing, bathing and boating right at their doors. Nothing could be finer than, on a hot summer morning, to don your bathing suit in your own bathroom, run out the front door and dive into the cool refreshing depths of lovely Lake Helen, fed by everlasting springs, and fourteen feet deep. In the late afternoons, gay boat rides are enjoyed by the whole family, while on holidays a few hours of real fishing will thrill any red blooded person. If one lives in Beckley Club, there is little desire for an expensive vacation far from home and business.

Beckley Club is the woodland paradise of the Dallas district. Here,

(Continued on page 29)



A ROADWAY IN BECKLEY CLUB

## Four "Homes Different" in Gorgeously Beautiful BECKLEY CLUB

If you are particular; if you are tired of the ordinary; if you wish distinction, you should investigate the naturally picturesque and perfectly developed homesites yet available in charming BECKLEY CLUB Addition.

If one of these homes of individuality appeals to you, here is your opportunity to obtain the "different" at reasonable cost, and without the bother of building or financing.



### "Casa Siesta"

The two-story gem in its exquisite setting, on the left, is a perfect Spanish vision made by master hands into a most livable and comfortable home. The unusual grounds take in a small lake to the right; you would have a ninety-foot front and a home of riotous beauty. Priced at only \$13,500 on most reasonable terms. 127 Appian Way.

### Individuality Personified

The beautiful home pictured to the right might have been whisked off a famous magazine's page of Homes Beautiful. Most appealing from the exterior; its indoors charms you. Artistically decorated kitchen with tile drain, and decorated bathroom with recessed tub and shower are just little details of its perfection. A real value at only \$6950; \$500 down, balance \$70 per month for five years, including principal and interest. 1518 S. Beckley.



### "Ramona Gates"

A bright bit of lovely California transplanted to beautiful Beckley Club! A darling home of many wonders and thrills inside and out. Spanish effects galore. Decorated and built inside so Different with a capital "D"! A genuine value at only \$9850; \$1000 cash, balance easy. Corner Crestwood and Seevers St.

### A Dream In Stone and Brick

This handsome home of six comfortable rooms presents a perfect picture with its harmonious combination of brick and stone. The kitchen is brightly decorated, as also is the bathroom, to thrill the heart of the lucky lady who will preside over this beauty spot. A big bargain at only \$6500; \$500 down, \$70 per month for five years, including principal and interest; all in one first lien. 1614 S. Beckley.



# S. A. TEMPLE

O W N E R

Phone: 6-5291

Go South on Beckley Avenue to Beckley Club

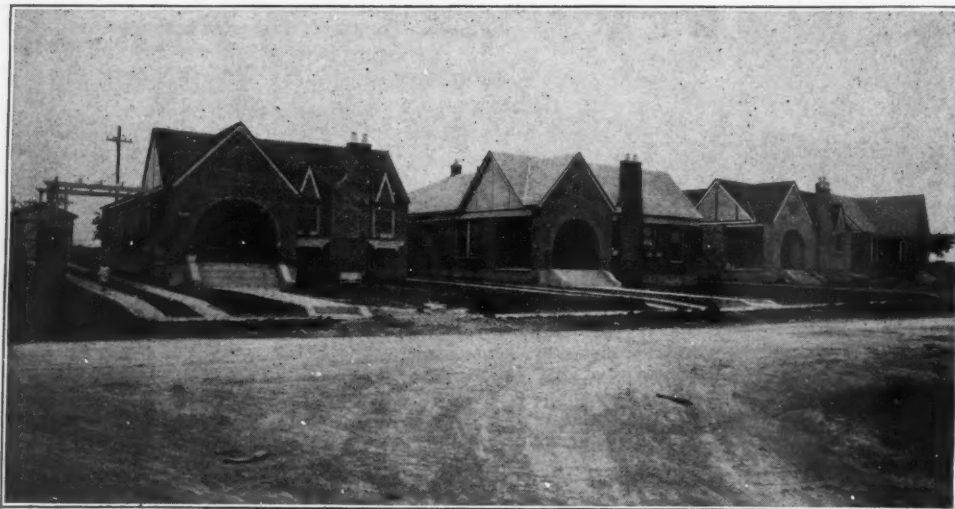
## Along Cedar Creek

Elmwood consists of four hundred acres of land just southwest of and adjoining the city limits of Oak Cliff. This site was chosen because of its great natural beauty and attractiveness, and its accessibility to the business center of Dallas. It has almost every kind of a site desired. Its high elevation assuring cool summer nights, the diversity of scenery, the rugged beauty, all make it an ideal

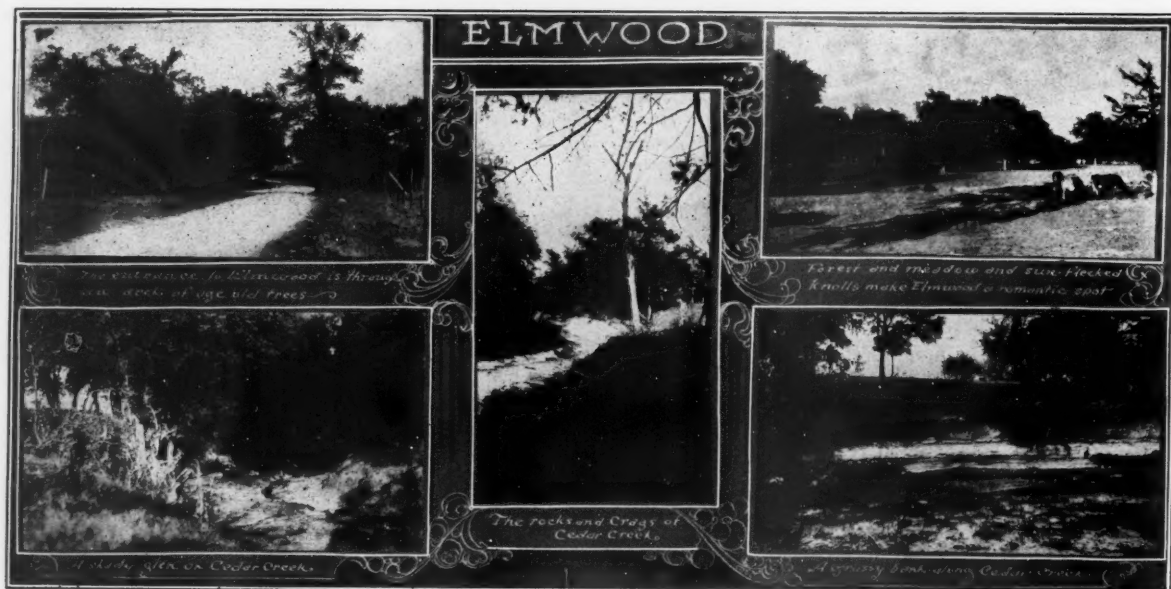
home section. At the same time, every luxury and city convenience is already provided, including gas, lights, water, sewerage, sidewalks, graveled streets and telephones.

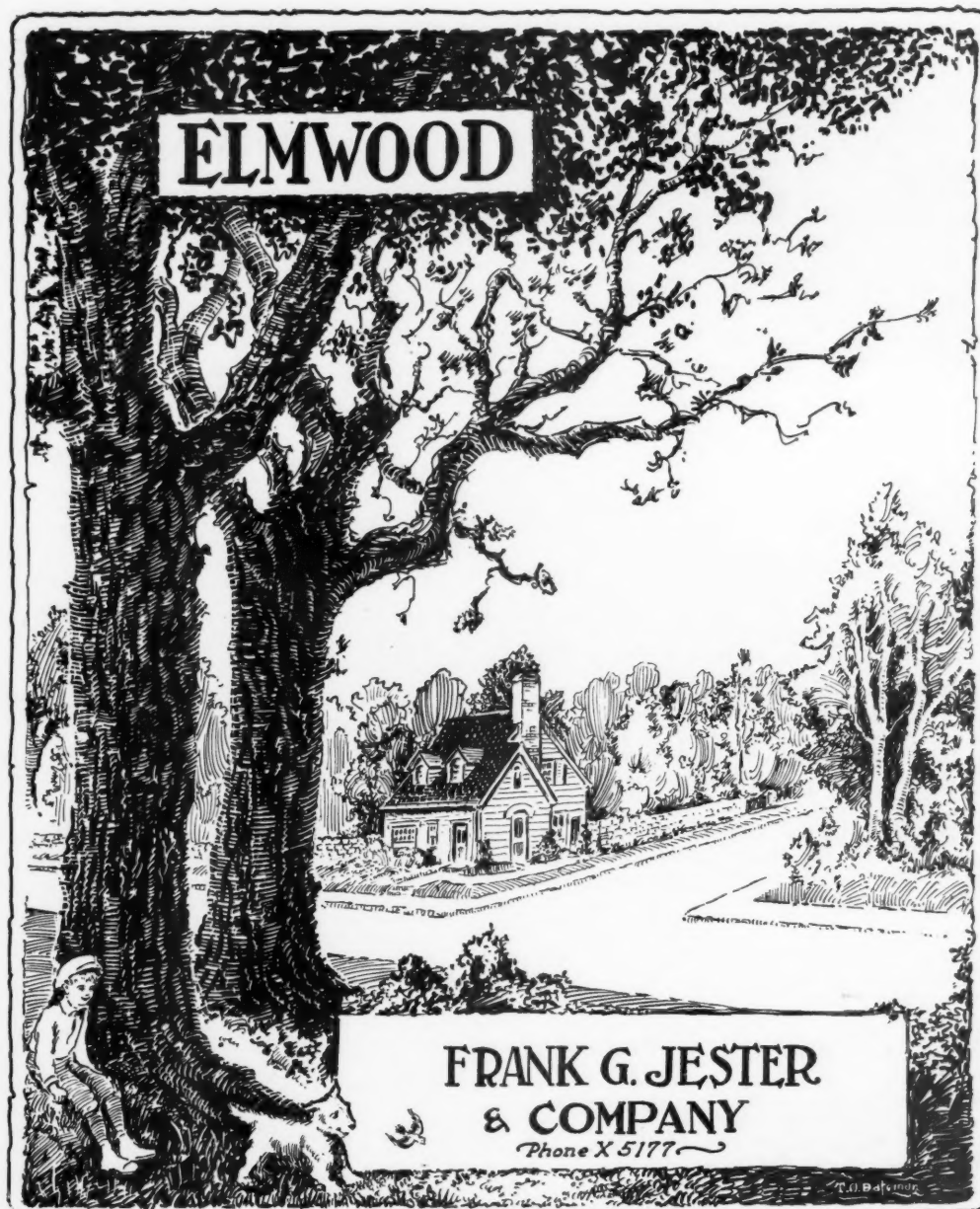
Cedar Creek, one of the most beautiful and picturesque in Dallas County, borders the northern edge of the property for almost a mile, and is adorned with beautiful elm, hackberry and cedar trees.

People are fast catching the idea that the city is the place for business, and the country for the home. Instead of having to live on congested streets in the dirty, noisy city, a man can now move out to the low priced locations in the suburbs. These conditions mean new kinds of homes for the average city dweller. It means a detached home with fresh air and freedom, sunlight and privacy, a garden and an orchard, with room for the little ones to romp and play.



*Scenes in  
Elmwood  
Addition,  
Showing  
Natural  
Beauty and  
Type of Im-  
provements*





Children need pure air, sunshine, open spaces and parks. That environment is provided for in Elmwood, within easy access to the business center of Dallas; where lots can be bought at reasonable prices, and on very easy terms, \$10.00 down, \$10.00 monthly. We will assist purchasers to build according to their own plans. There you will find trees nearly a hundred years old, winding, curving streets.

There a vast area is rapidly building up. Over two hundred homes of the most modern type, with water, gas, electricity, sewerage, and sidewalks already installed. This addition was laid out by one of the country's best landscape architects, with building restrictions that protect those who buy and build later.

#### HOW TO GET THERE.

Go out South Edgefield Street direct into Elmwood. For appointments, phone FRANK G. JESTER & COMPANY, sole owners, developers and agents.



A CEDAR CREST HOME

## The Old, Old Story

**Y**ES, this is the "old, old story" but like a lot of other stories that have borne the brunt of time, it will bear repeating: Every normal person wants a place to call home, "be it ever so humble," and yet the spirit of competition that drives you to greater and greater accomplishment, demands that your particular home shall be just a little better than your neighbor's.

This inherent ambition has evidently been behind the developers of Cedar Crest, and the results that have been accomplished in the short time of one year fully demonstrate the worth of this well located and really beautiful addition.

Most strangers in Texas open their eyes in wonder, and almost reach the heights of oratory, when they travel over the vast plains of our domain, but they exclaim in ecstasy when they visit our cities, and ride over our wonderful residential sections and view the results accomplished by our men of vision who have developed these scenes of beauty and permanency. Of course we of Texas, who have grown up amidst these activities, take it all for granted because we know the ability of the citizens of our empire.

But, now honestly, do we? Just how much do you know of the many places of beauty that have been brought to realization in Dallas in the past year or less? How many of them have you visited recently?

If you have not given yourself this treat, may we suggest that you get in your car the very next opportu-

nity you have and spend at least the afternoon just looking over your city, and may we also suggest that you include Cedar Crest in your itinerary. You will be well repaid for the time you invest in this tour of inspection.

Cedar Crest lies just north of the beautiful golf grounds of Cedar Crest Country Club, on those high, broken hills overlooking thousands of native cedar and oak trees—where you have the year round scenic beauty to be found in no other section of Oak Cliff.

The rustic house, illustrating this article, gives some idea of the home-like locations. There is a choice of either wooded building sites that nature has provided, or open sites which permit of landscaping according to your own ideas.

The developers of Cedar Crest have constructed thirty-one houses, every one of them a real home—a credit, not only to Cedar Crest, but to the City of Dallas. They invite you to visit this worth-while project.

The necessities of paving, water, sewer, lights, gas, telephones, etc., have all been taken care of and are up to the standard of the downtown section.

Cedar Crest has an area of 800 residence lots restricted to brick and masonry construction. It is a 12 minutes' drive from the center of the business district, and is 125 feet higher than the top of the Union Station.

Superlatives have been avoided in the description of Cedar Crest, but the developers of this property have spent much time in serious planning to make it meet the demands of the

better class of people who want something better in a permanent home.

Drive out Lamar Street to Forest Avenue and west to Cedar Crest Country Club. You pass through Cedar Crest Addition just north of the Club grounds.

## What Do You Know About Texas?

The spotlight is playing upon the Lone Star State. Business wiseacres throughout the United States have their ears attuned to catch every faint rumbling from Texas. More romantic in the eyes of the world than in days wild and woolly, Texas is receiving flattering attention from investors of the North and East. A fast, unhalting, unprecedented social and economic development is expected of the great empire of the Southwest.

Well may we ask, "Why?"

Is it because the Texas climate is the best year-round working climate in the United States—a climate promoting the maximum of health, comfort and prosperity? Here automobiles gad about without interruption. Here dairy herds graze twelve months in the year, instead of being confined in tuberculosis-breeding barns for weeks at a time.

Is Texas to take the front because of its long beach line, with its ports and playgrounds? Shipping oil and cotton, rice, wheat and lumber, Texas ports clasp hands with South America, Europe and the myriad corners of the world.

Is Texas capturing the imagination of the country by reason of its subterranean seas of oil, the marvelous productivity of its soils, the multitude of its natural resources, the dauntlessness of its people?

Whatever the answer, it is sufficient for us to be keenly alert to the fact that Texas has an edge on American opportunities—that there is something about the State that sets it apart from others. Do you know what this "something" is? Do you know the figures and the facts? Do you carry with you the picture of this, the largest State in the Union, and the one just now fraught with the most enticing possibilities?

A knowledge of one's homeland is a constant source of satisfaction, and an intangible asset to any individual. The men and women of telescopic foresight—the ones with X-ray ability to see into the future—are the ones who emerge from the crowd and assume positions of leadership.

Texans of every age should revive their interest in geography, in history, in the study of economics and sociology. They should bring their stores of information up to date. Read the business pages of the Texas newspapers. Learn to think in terms of lignite and electric power, of manufacturing and agriculture, of oceanic trade and railway communication.

Make of yourself—in your own small or large way—a community builder. It is in this way that we may become an integral part of Texas life, that we may share in the vital program of State development. It is an opportunity open to all, which none can afford to shirk.—From September Texas Utility News.

### The Call of Texas

By Rovenia Wright Phares

I've looked down on hills of Texas  
From the Capitol's high dome;  
I have trod broad Texas prairies  
Which my heart has claimed as home;  
I have roamed beyond her borders,  
But I've answered to that lure  
That has drawn me back to Texas  
With a love that's deep and sure.

For my heart is down in Texas  
Where the blue bluebonnets grow,  
Where the mocking birds are singing  
And the soft gulf breezes blow;  
Where the darkies hoe the cotton,  
Where the white-faced Herefords  
roam,  
Where the whole broad State is calling  
All her sons and daughters home.

Other States may have their mountains—

Grand old Texas has hers too—  
And the Texas winds are sweeter,  
And the skies are deeper blue.  
There's the fragrance of her pine trees  
And the richness of her loam,  
That with all the State is calling  
All her sons and daughters home.

### Blue Goose Convention

Tribute to Dallas as the fifth insurance city in the United States, was paid by many visitors to the 1927 convention of the Grand Nest of the Ancient and Honorable Order of the Blue Goose, in session here October 25 to 27.

At the close of the convention, said to be one of the most successful in the history of the organization, a warm expression of appreciation for the way in which the convention was handled locally was made by the visitors. Wirt Leak, immediate past most grand gander, was especially honored.

### Dallas Parks

The total attendance in Dallas parks during the year closing Aug. 31 was 4,753,366, a report by Foster W. Jacoby, park director, showed Tuesday. Cost of operating the parks over that period was given as \$140,162.

Golf courses, swimming pools and free motion pictures paid more than actual expenses, requiring the park board to pay out less than \$60,000 for operation of the parks.

Golf links revenue totaled \$45,000, the swimming pools \$26,000 and the concessions at the free motion pictures \$8,000, with expenses running under the above figures.

Marsalis park zoo drew an attendance of 600,000, the report shows.

Some of Oak Cliff's Finest Homes Are Being  
Built In

## Cedar Crest Addition

—800 Homesites, 60 to 80 foot frontage—overlooking Cedar Crest Country Club—Two to three blocks of car service—Nice, wide paved streets—One and two story homes, Brick and Field-Stone construction.



SOMETHING different is what you would say of this beautiful fieldstone home, located on Cedar Crest Boulevard. It is everything to be desired in a home—a credit to any community and one that you will be justly proud of owning—in fact, we could exhaust our supply of superlatives without overstating its beauty. The interior is fully in keeping with the exterior and has everything to be desired for homey comfort. A living room that will keep you by your own fireside—a dining room, kitchen, breakfast nook, bath room, and three bedrooms in full harmony.

*Priced Very Reasonably*  
*Exceptionally attractive terms*

And it is just one of 31 homes completed in the last twelve months for Dallas people who demand something better.



## D. L. Irwin Co.

Realtors

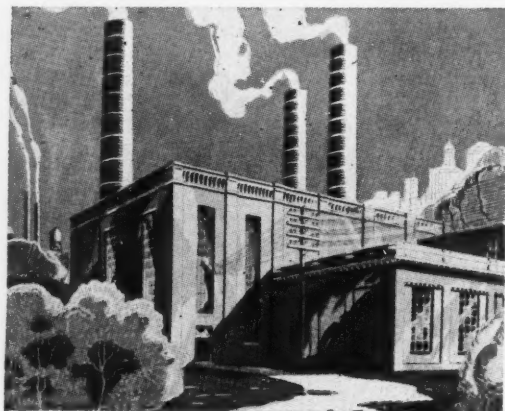
501-2 Simpson Bldg. See Salesmen on Ground, Phones 2-7382, 6-9335

# Industries Flourish West

**T**HE glory of Oak Cliff as a residential section has long been known. Nearly a hundred thousand persons sing the praises of Oak Cliff as a spot unsurpassed for home life. Each day the two viaducts are crowded with automobiles, and the long trestle bears street car after street car carrying men and women to and from their work.

Now "Dallas west of the river" is gaining a new reputation, a reputation as an industrial section. It has a large number of factories, many of them large ones, that are finding Oak Cliff an ideal location.

Switching facilities have been provided and more are promised. Perfect roads and streets throughout the city permit the convenient use of trucks for transportation of material and merchandise.



## The One is Built upon the Other

**T**HERE is no business which can progress by itself alone. Progress comes when industries build each other up through each doing well his particular kind of work, and keeping men and materials on tap for the demands that arise.

The utility has light and power on tap for the oil man, but uses oil and oil products in large quantities. The oil man uses every conceivable product, and in turn every industry and every individual is a prospective customer.

Here, in the Southwest, a number of big businesses have

grown to full size through the parallel success of other industries all around them. It is development that is now going on right before us.

Wyatt's, devoted to supplying industries with fabricated metal, has been able to build and expand through the equal success of the oil and refining companies, the utilities, the general manufacturers, the builders and the people's own public improvements.

And, in turn, the equipment, experience and consuming power of the Wyatt organization has had its share in aiding industries in the section to keep the upward stride.

*Oil Tanks, Storage Tanks, Culverts,  
Smoke Stacks, Metal Products  
of all kinds*

## Wyatt Metal & Boiler Works

The firms who co-operated to make this "double-spread" possible: Ball Nut Co., Groves-Barns Lumber Co., Lawson Rubber Co., Oak Cliff Food Products Co., Sudden Service Station, Webb Coupon Co., and the Wyatt Metal & Boiler Works, are flourishing concerns that boost Oak Cliff at every opportunity.

The Ball Nut Co. conducts a manufacturing, wholesale and retail business in nuts and candies, shipping to every section of the United States. They specialize in nut confections.

Salad dressings and sandwich spreads are specialties of the Oak Cliff Food Products Co. Besides a large local distribution, this company ships merchandise to all parts of the Southwest and to many northern and eastern points.

A firm that has had much influence in the upbuilding of Oak Cliff is the Groves-Barns Lumber Co. This company furnishes hardware and paint products, built-in fixtures, as well as lumber.

The Lawson Rubber Co. is serving the entire United States with rubber blowout boots and rubber cement. On a number of occasions the company has made train-load shipments to points out of the State.

The Sudden Service Station, manufacturers of the S. S. S. storage batteries for automobiles and radio sets, are finding a ready market for their products and are expanding their business rapidly.

### COUPON BOOKS TICKETS

Capacity 1 million tickets daily.

Our products go into every State  
in the Union

COUPONS FOR:

Ice  
Milk  
Water  
Theater  
Discounts  
Admission  
Mercantile  
Advertising  
Gasoline and  
other uses.

**The Webb Coupon Co.,**  
Sta. A. Box 192---Dallas

# of the River

*Many Factories Find a Nation-Wide Market for  
Products Made Here*

Coupon books and tickets of every kind are manufactured at the plant of the Webb Coupon Co. This is another Oak Cliff company that is getting nation-wide distribution of its product.

The Wyatt Metal & Boiler Works manufactures a wide variety of products, chief among which is a special underground tank for gasoline filling stations. This company has had a rapid growth since its establishment west of the river, and is one of the large industries of the city.

The Oak Cliff-Dallas Commercial Association has been active in the industrial development of the section west of the river, as well as in commercial and civic improvement.

This association was especially active in negotiations for the new Santa Fe spur into West Dallas.

The officers of the association are G. A. McGregor, president; R. D. Suddarth and Grady Niblo, vice presidents; Mike F. Reed, treasurer, and Kennedy England, secretary. The directors are W. H. Adamson, R. O. Barns, R. M. Clift, Dr. J. L. Cline, Ray Coffin, S. M. Dooley, Dan Dupre, Dr. Thomas F. Gallaher, John W. Hooser, D. L. Irwin, Hugh January, J. R. Lawson, John Lowery, M. L. Morris, Col. S. E. Moss, G. A. McGregor, Grady Niblo, J. H. Powers, Dr. Gleen L. Sneed, George R. Spur-

gin, R. D. Suddarth, B. T. Stanford, Joe C. Thompson, G. G. Tomlinson and John A. Wilson.

## Santa Fe Spur

Authority for the Gulf, Colorado & Santa Fe Railroad to construct its Hale-Cement line from Hale, a station on the Cleburne branch, into the West Dallas industrial district has been given by the Interstate Commerce Commission. The commission imposes a condition that the use of the new line in transportation to and from West Dallas shall be only where such use will be in the interest of efficiency and economy as compared with the use of existing routes. The issuance of the certificate of authority has been deferred by the commission and the record is being held open pending the determination of traffic affected by the conditions.

## Index Number COST OF BUILDING CONSTRUCTION

1913 Costs: 100  
September, 1927

		All Other
	Texas	States
Frame .....	204.0	204.4
Brick, Wood Frame	202.0	216.1
Brick, Steel Frame	187.0	197.8
Reinforced Concrete	186.0	202.2
All Construction ....	194.8	210.2

Figures by American Appraisal Co.

## S. S. S. Batteries

**\$7.95**

Five years in Oak Cliff



**Sudden Service Station**

118 W. Jefferson

6-2604

For

Sargent's Builders

Hardware

True's Paint Products

Peerless Built-In

Fixtures

See

**Groves-Barns Lumber  
Co.**

"Your building store"

6-2171 106 E. Jefferson

## Shelled and Salted Nuts

Bulk

or

Ready-to-sell Packages

The package nuts are dispensed through attractive six compartment display cabinets, or with glass jars. Also furnished in packages on easel card display.

Phone 9-8093

## Ball Nut Company

128 W. Jefferson

Dallas

Texas

## OAK CLIFF FOOD PRODUCTS CO.

210 E. Jefferson  
Phone 6-2530

## LEE'S LUXURY

Mayonnaise  
Sandwich Relish  
Thousand Island Dressing  
Peanut Butter  
Bonnie Brae Marmalade

## GOLD BOND

Bulk sweet, sour, dill, and  
tasty slice pickles  
(Northern Cured)

## Lawson Rubber & Mfg. Co., Inc.

DALLAS, TEXAS



Manufacturers of high grade  
blow-out boots and patches. Sold  
exclusively through recognized  
Jobbers.

**FRED A. JONES**  
Consulting and Constructing Engineer

**Reports and Appraisals**  
For Public Utilities, Industries and  
Investment Bankers

Interurban Building Dallas, Texas  
*Twenty-Sixth Year in Business in Texas*

"It is Better  
to Be  
Safe Than  
Sorry"



If you lose what you paid for, your loss is no less even though the man or woman who sold to you has acted in perfect good faith. And any experienced real estate dealer will tell you that these honest mistakes are quite common. IT'S SAFEST TO HAVE YOUR TITLE GUARANTEED.

## Stewart Title Guaranty Co.

Capital \$1,500,000.00  
Main and Field Streets

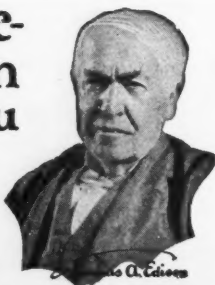
CHAS. A. MURPHY, Manager GEO. T. BURGESS, Attorney  
Dallas, Galveston, Houston, San Antonio, El Paso  
Fort Worth, Corpus Christi

**Think once-write once-  
at once is the Edison  
dictation principle you  
will ultimately adopt.**

THE EDIPHONE

1714 Commerce St.

Phone 2-6976



# Ediphone

**Edison's New Dictating Machine**

## Col. Lindbergh's Visit

(Continued from page 5)

After the usual amount of gratulations at Love Field, when Dallas emulated other cities in trying to outdo itself, Col. Lindbergh was driven to the city proper through a lane of human bodies, few of them with any thought of Col. Lindbergh's purpose in visiting Dallas. More cheers followed, then he went to his hotel for an hour's privacy. Then came the newspaper interviews.

The Colonel's adroitness in answering "trick" questions, propounded by press representatives, earned their respect early in the conference. His straight-forwardness assured them that this flyer was not posing. He struck straight from the shoulder in all his answers. If it was a trick question, he merely said, "I'd rather not go into that," or he permitted the trick part to pass unnoticed, and answered the legitimate inquiry.

Another significant fact was the absence of any of the Colonel's aides. When the newspaper persons gathered in the hotel room, Donald M. Keyhoe, representing the United States Department of Commerce, received them. After making sure all publications were represented, he told guards in the hall that no other persons were to be admitted. Then Mr. Keyhoe left the room.

Lindbergh entered, shook hands all around and stepped to the center of the room. There was a moment's silence, then the Colonel threw his hands, palms upward, in a gesture of uncertainty.

"What is it you want, please?"

That broke the ice that bound those blase newspaper people and the questions started.

Some of the significant points in Lindbergh's interview, eliminating the questions, are as follows:

Commercial aviation is a powerful factor in the Nation's life and will rapidly become an even greater one.

Overseas flights should be continued only where they are of a definite experimental value and conducted under regulation providing the greatest safety possible.

There may come a time when flying is so common that those who own automobiles now will own their private airplanes. After a time a flyer learns to operate his ship instinctively, the plane having a "feel" more like a bicycle or motorcycle, rather than like an automobile.

People who comment on the dangers of flying have not learned to distinguish between pioneering in aviation and commercial aviation. Aviation ranks today in safety with any other means of transportation. Commercial aviation includes passenger carrying, air mail and aerial express. The air mail is an example of safety that should be edifying to anyone.

On the other hand, aviation pioneering includes test flights, racing, research work and long-distance

flights. The success of pioneering indicates the future of commercial aviation, but in no way affects the present safety of commercial aviation. Ocean flying indicates, when successful, the safety of commercial flying, but when a failure it indicates we are not ready for commercial transoceanic aviation.

"In the future I predict a regular schedule of planes flying between continents. The air mail is a pioneer, and it has demonstrated its safety."

Airports are necessary to the development of commercial aviation just as automobiles need hard-surfaced roads. It is of the utmost necessity for a city or a community to construct and equip an airport.

### Dr. Truett

(Continued from page 7)

him, "Dallas, Texas." The Englishman pondered a minute. "Dallas; let's see, Dallas?" Then he exclaimed: "Oh yes, that is where Dr. George Truett lives."

The most difficult part to explain of Dr. Truett is his power, according to Mr. Eberly.

"Throughout the years I have been unable to explain this personality," he said. "But if one did not know Dr. Truett and should see him amid a milling crowd, one would immediately pick him out as a great man."

"Texas and Dallas, especially, should realize what he has done. I honestly believe that if he were not paid a cent that he would continue to live in this city. He seems to have dedicated his life to Dallas. But if he thought he could do more good in the wilds of Africa, he would go there."

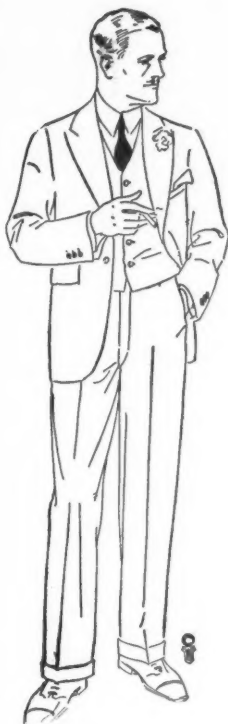
### Founded School

THE eminent minister was born in the Blue Ridge Mountains and obtained his education in a rural school. When he had advanced as far as he could, he began to teach, in order that he might save to attend law school, his desired profession. He also planned to become a politician. He founded a high school across the line of Georgia. For three years there he crusaded, worked with the children, and the parents also, with every zealous effort for their advancement. The little school had just gained recognition, and the future of the young tutor seemed smooth, when his family decided to move to Texas. They settled near Whitewright.

It was here that he decided to go into the ministry, but not after a great struggle with his own soul. He did not want, at first, to give up his career as a lawyer.

When he entered the ministry he did not realize that he was destined to become a leader of the Southwest and the most powerful figure in the church world of the South. Soon after he had entered the ministry, Baylor University sought his services. The school was in debt \$92,000; as appalling at that time as ten times that amount today.

For twenty-three months he fought for the cause; going through many



Men who wear fine clothes value their continued good appearance after the purchase.

## Wear A Suit That's Professionally Cleaned

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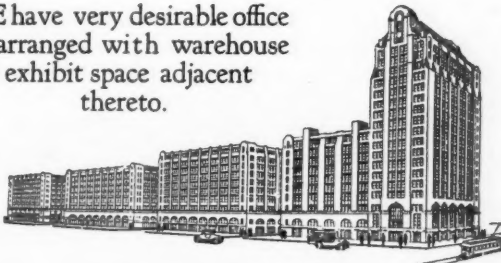
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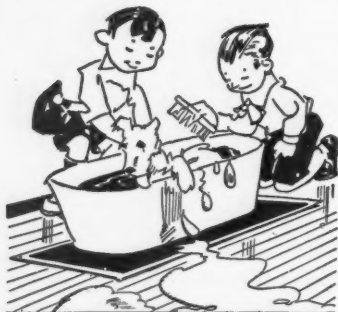
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hardships, traveling long hours and over rough country; but always, it is told of him, with the same determination which has marked all of his works. Another story is told of Dr. Truett, which is typical of the caliber of man he is.

#### Attends Baylor

HE had saved \$500 to help complete his college education, which he had dreamed of for years. In one of his trips he came to a desolate and famine-stricken part of West Texas. Sledding was hard in this territory and money was scarce. He slipped in his \$500. It was not until long afterwards that this great sacrifice was brought to light.

When twenty-six years old, Dr. Truett enrolled in the school which he had saved from disaster. He attended the school for four years, also occupying the pastorate of a small church.

It was while in Baylor that he met Miss Josephine Jenkins, who later became his wife.

What Mr. Eberly believes to be the most interesting work of the minister is his annual trek into the Davis Mountains to hold his annual revival with the cowboys.

Many years ago a group of cowboys had heard of the work of the preacher. They invited him to come into the mountain country to preach for them. The pastor accepted. The first journey was made partly by rail and partly by wagon. The story that Dr. Truett tells of his first experience with the cowboys is amusing.

After the long ride and braced by the mountain air, he ate an unusually large meal. Being tired, he prepared to turn in early, but had hardly left the group when one of the cowboys approached him. He asked Dr. Truett if he was ready to preach. The minister asked him if he meant that evening.

"Can't you shoot quick, parson?" the cowboy drawled. "If you can't, I guess we sent for the wrong parson."

The parson shot from the hip. He asked where he could hold his services.

"Well," the cowboy replied, "we got the whole plains for you."

And that was the beginning of his annual trek into the real cowboy country, which he still visits annually.

#### In France

ANOTHER of Dr. Truett's remarkable feats was during the war. He went to France, where he preached an average of six sermons a day. He lingered with the wounded and talked

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to the sick. But the remarkable thing was that every time Dr. Truett met a soldier from Texas, he would write the soldier's mother or wife. Unto this day, in his visits throughout the State, Dr. Truett finds persons who have saved the letters he wrote them. Many of the letters are prized by mothers, whose sons remained in France.

One of his works in Dallas was the building of Baylor Hospital. The three-million dollar institution was erected through the zealous efforts of the great preacher. This is just a stone of the statue which stands to his works.

The secret of his power in the pulpit is hard to penetrate, as Mr. Eberly says. There is nothing about his preaching which is sensational. He begins quietly, but there is fire in his voice as he proceeds. None of his sermons are prepared on paper beforehand. During his annual downtown revival services in Dallas each spring, he gives newspaper reporters several minutes just before he is ready to go on the platform.

#### Called on Often

**B**UT it is not only the big things that Dr. Truett cares for or has time to attend to, according to Mr. Eberly. He has time for everything, although he has a million things to do. Throughout the State he is called upon to aid in various campaigns. It is his suggestions at the executive sessions of the church leaders which are sought and which are acted upon.

Those close to him adore him, and those who know him not quite so well are fascinated by him.

Only during the last State Fair Dr. Truett preached his thirty-first annual sermon to the traveling men of the State.

One of the visitors, living in the extreme part of the State, remarked that he did not come to Dallas so much to see the Fair or attend the celebration, but to hear Dr. George Truett. "He makes a different man out of me. It is just like taking a tonic each year. What it is I don't know, but I feel like a different person after hearing him. I have gotten so that I look forward to his annual sermon."

Such is the man and preacher, who, at the young age of nineteen, made a school out of a tobacco barn in Georgia; at twenty years old brought a school out of debt, then graduated from the same college; a man who can hold the congregations of New York or Dallas spellbound, and is yet the idol of Texas cowboys, and who listens to the troubles of everyone.

That is the man—Dr. George W. Truett. And in many quarters his name is synonymous with the name of Dallas.

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GRAPHIC ARTS BUILDING

Dallas, Texas

## The Ulrickson Report

(Continued from page 9)

thorized by charter amendment. It, also, calls attention to the fact that the State sanitary department is demanding improvements in the Dallas system, on the ground that the Trinity River is being polluted by Dallas sewerage.

The committee estimates the city's portion of an expenditure of \$8,500,000 storm sewer system to be \$3,500,000, to be paid for by bonds issued under its plan. The remaining \$5,000,000 must be borne by benefited property owners.

Conduits and open drainage channels are proposed as follows:

Mill Creek—Mocking Bird Lane to river; Peak's Branch, Raitman Boulevard to White Rock Creek; South Dallas, consisting mainly of miscellaneous projects; Dallas Branch, conduits, for the most part; drainage in the Levee improvement district of the Trinity River; the Oak Cliff district, including both conduits, and open drainage along parked creeks; Trinity Heights, mostly conduits; a number of miscellaneous repairs and improvements to existing system in various parts of town. The report shows there are seven main drainage projects.

### Other Items

**S**TREET paving in Dallas during the next nine years will cost the city \$3,000,000 as its portion, which covers street intersections only. Of this amount, \$1,000,000 will be necessary on streets opened and widened.

The report asks for a new Central Fire Station, and the modern fire

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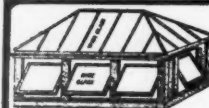
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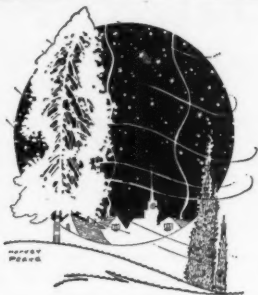
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alarm system the National Board of Underwriters is insisting on here. Cost of these two, is estimated at \$350,000.

Improvements to existing garbage incinerators, and acquisition of such new ones as are needed, are all budgeted at \$150,000 in the report.

The committee wants to enlarge present public library, and establish four branches, preferably at high schools. One of these branches should be for negroes. The cost is estimated at \$500,000, the increasing of the library's share of the tax money from the present 1½ cents of every dollar collected to 2½ cents, being recommended to finance this expenditure.

The sum of \$500,000 for the first unit of a fine arts institute is called for by the committee.

It also wants \$1,000,000 for a down town municipal auditorium, same to be a memorial for Dallas war dead.

An airport to cost \$400,000 is needed, according to the committee. No definite site is specified.

The city's share of additions and betterments to the city-county hospital system is set at \$400,000.

The modernization of the Dallas committee estimates, same to be financed from water revenues. This will include a number of additional mains, a new pumping plant, a modern filtration plant, and the like.

The committee warns against pollution of the Lake Dallas water shed, and warns that in order to protect the needs of the city in the future, water rights on Denton Creek and available sources be filed on.

The last item on the committee's list is that of a permanent legal, engineering and clerical staff, which it claims will be needed to plan and execute the proposed program. An appropriation of \$200,000, for this purpose, is asked.

#### Publication Advertisers Texas

Jno. G. Pearsol, associate editor of the Texas Commercial News, stationed in Dallas, 423 Mercantile Bank Building, has been appointed national advertising director for the same publication. He will retain his present Dallas office, directing a nation-wide campaign to sell Texas to manufacturers. The campaign is stressing the State's natural resources, industrial advantages, wealth, commercial possibilities and present state of development.

Officials of the Texas Commercial News predict an era of unprecedented development in Texas during the next few years.

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## Red Tags Hurt Business

An Interview with Police Chief C. W. Trammel

By WM. A. WARD



BUSINESS men of Dallas may render great public service by insisting on rigid observance of all laws by their employees. Taking for granted that Dallas industries have on their pay-rolls few if any persons who are criminals, business men would only have to demand that employees follow the letter of the law governing minor offenses.

One of the most serious problems of law enforcement in Dallas is that of traffic. If the business men of Dallas would make it clear to their employees that they must obey the traffic laws, a great assistance would be rendered the police department. I believe that the business men of Dallas, if they would, could practically solve the traffic question in this city.

The two traffic regulations most commonly violated by Dallasites are the parking and the boulevard stop laws. Business men, especially those having in their employment large numbers of truck drivers, would receive the deepest thanks of the authorities and would be doing the public a great service by demanding of them strict observance of these.

Another point, perhaps overlooked by several big department stores, is the fact that employees who park their cars in the vicinity of the store, and leave them there overtime, are in reality damaging the store's business, for they prevent numerous customers from visiting the stores for the simple reason they have no place to park their cars, even for a lawful period of time.

Trucks, necessary and very beneficial tools of industry, are accused of being the cause of many accidents. Perhaps this is true, but I am convinced that even big trucks, if operated in a lawful manner, would not be a serious handicap to street traffic. Industrial Dallas must have its trucks and its small delivery cars, as well as the hundreds of other motor vehicles, including the much maligned motorcycle. We cannot get along without them, but we can regulate them. Its up to the business men of Dallas to set the example by obeying the regulation themselves, and then demanding that their employees do likewise.

Wrong parking is not considered by the average person as a serious offense. I agree that parking an automobile in a fire lane or in a loading zone or a restricted space is not a felony, and I realize that a man can

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KEEN BUSINESS MEN  
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"Insurance is the  
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If you have a fire tonight, will your credit be impaired? Remember: Insurance is the one commodity that cannot be purchased when you need it most.

Prendergast & Derden

A Departmentalized Insurance Agency  
REPRESENTING  
The Travelers Insurance Co.  
REPUBLIC BANK BUILDING

wrong-park and still be a good man. But I wish to impress it upon the business men of Dallas that obedience to the traffic regulations is only wise consideration for the other fellow.

It is the little things that count after all. Persons who obey the minor laws are apt to form the habit of respecting the more important laws of the land, and naturally will be better citizens and worth more to their city. But, aside from this fact, wrong parking is one of the most serious economic problems that must be remedied if we have a well regulated city.

In demanding strict observance of all city laws, with special stress upon the traffic regulations, I am positive in my assertion that the business men of Dallas would be rendering a great civic service.

### Landscape Exhibit

(Continued from page 14)

thousands of native trees and shrubs cover the many lots of the subdivision. Oak, Elm, Hackberry, Cedar, Ash, Black Haw, Wild Plum, and many other varieties abound. The trees on many lots are actually worth the cost of the property! And, such a wide choice of homesites as the addition offers! There are lots that are level, tree-covered or almost bare; there are lots near ravines, lots on tops of hills, lots with picturesque cliffs, lots on the water, and lots with amazing combinations of all these charming features. In Beckley Club there are many sites which rival the "view lots" of all the country's finest living places. From Beckley Club, one gets the most beautiful vistas of Dallas' million dollar skyline, stretching out below his eternal vacation-home high above the crowded city.

In order to conserve the wonderful and valuable tree growth, and to create gorgeous "view lots", the streets of Beckley Club wind in and out among the trees, up and down hill, and around the cliffs, here and there forming small parkways, thus making this addition most different from the ordinary lot subdivision. All streets in Beckley Club are permanently paved; all other conveniences such as sewer, water, gas and lights are perfectly installed. Dwellings must be constructed of brick, brick veneer, stone, stucco or hollow tile, varying in cost according to location.

### Model Homes

TO set a fine example of architecture and building, and to insure the future of the property, its owner, after studying the various homes beautiful all over the country, has erected a number of more than model homes. "Coral Gables", "Casa Siesta", "Ramona Gates" and the other dream homes of Beckley Club have brought thousands of beauty lovers to the addition, and been the home talk of the city. S. A. Temple is the owner and developer of this remarkable property, and he makes his home among these hills, trees, lakes and ravines he loves so well.

## ANCHOR RADIO COMPANY

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Reliable Sales and Service



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Open Evenings

### Statement of the Condition of

## The American Exchange National Bank

OF DALLAS, TEXAS

Made to the Comptroller of the Currency at the Close of Business

October 10, 1927.

### ASSETS

Loans and Discounts	- - - - -	\$38,496,129.00
United States Bonds, to Secure Circulation	- - - - -	1,959,510.00
Other United States Securities, Owned	- - - - -	2,049,500.00
Stock in Federal Reserve Bank	- - - - -	180,000.00
Other Stocks and Bonds	- - - - -	690,649.55
Furniture and Fixtures	- - - - -	96,248.00
Real Estate and Banking House	- - - - -	2,110,382.36
Other Real Estate	- - - - -	146,850.00
Customers Liability Acceptances	- - - - -	320,067.98

### CASH—

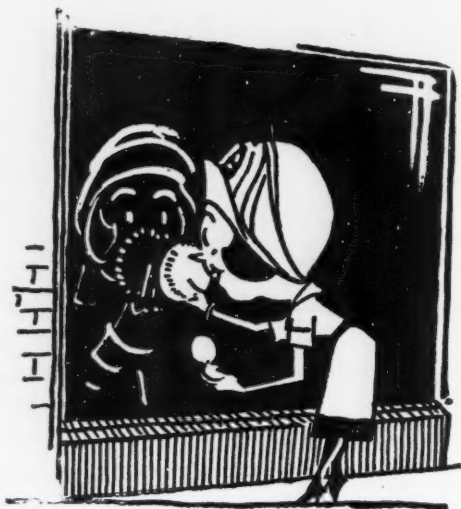
On Hand and		
with Federal Reserve Bank	- - \$9,517,170.03	
With Other Banks	- - - - - 5,674,018.25	
With United States Treasurer	- - 97,250.00	15,288,438.28
<b>Total</b>	- - - - -	<b>\$61,337,775.17</b>

### LIABILITIES

Capital Stock, Paid in	- - - - -	\$ 5,000,000.00
Surplus Fund	- - - - -	1,000,000.00
Undivided Profits, Net	- - - - -	3,361,383.11
Reserved for Taxes, etc.	- - - - -	283,259.95
Reserved for Contingencies	- - - - -	170,000.00
Circulation	- - - - -	1,915,100.00
Acceptances Executed for Customers	- - - - -	320,067.98

### DEPOSITS—

Individual	- - - - -	\$37,368,831.35
Banks and Bankers	- - - - -	10,685,133.22
United States Government	- - - - -	1,233,999.56
<b>Total</b>	- - - - -	<b>\$61,337,775.17</b>



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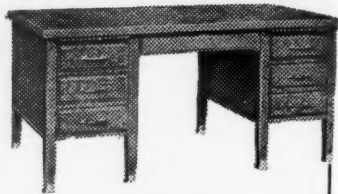
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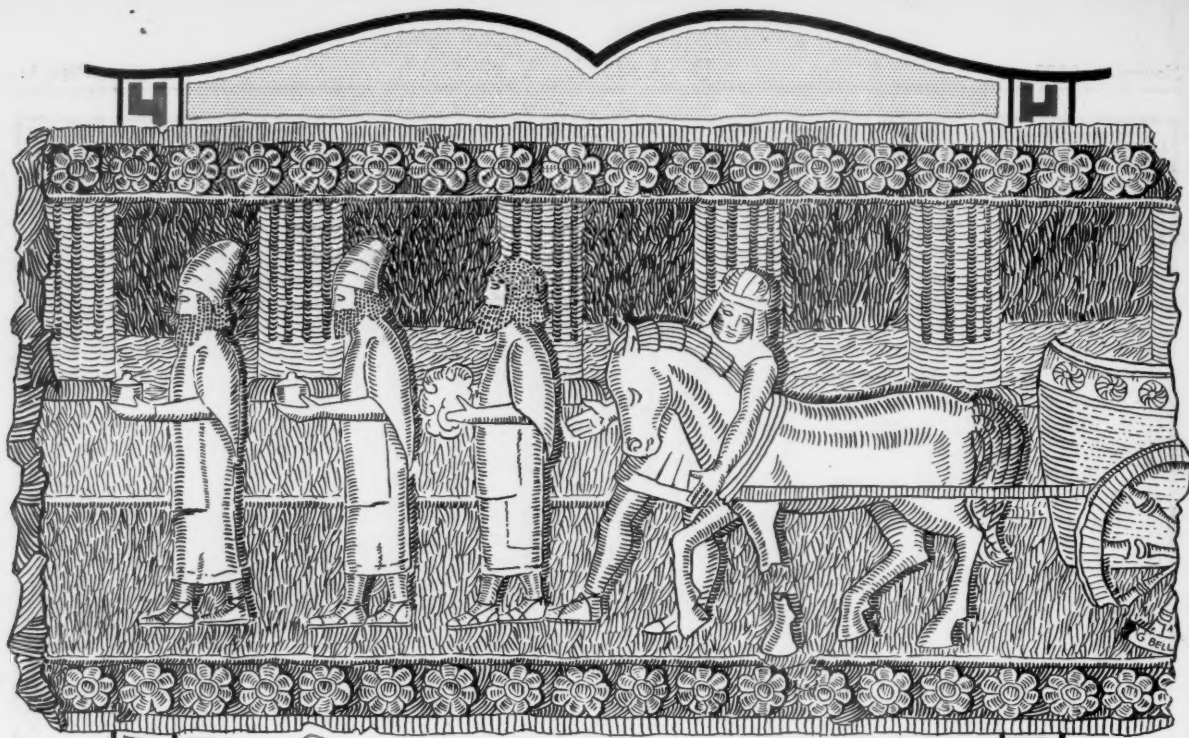
**T**HE first prehistoric man to become a manufacturer owned his own tools—rough instruments of flint made with his own hands.

As industry developed and crude tools gave way to more costly and more complex machinery, men separated themselves into groups,—owners of tools and users of tools. Out of this separation grew industrial problems, and, in their solution, the trend has been toward a wider ownership of the tools of industry by those who use them.

Industry's most useful tool in America, the telephone, is owned by those it serves. Bell System securities are distributed among 800,000 investors, nearly all of whom are telephone users. The stock of the American Tel. & Tel. Co. is held by more than 420,000 owners, and no individual owns as much as 1%. In this nationwide ownership of nationwide facilities, the tool owner and tool user are identical.

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